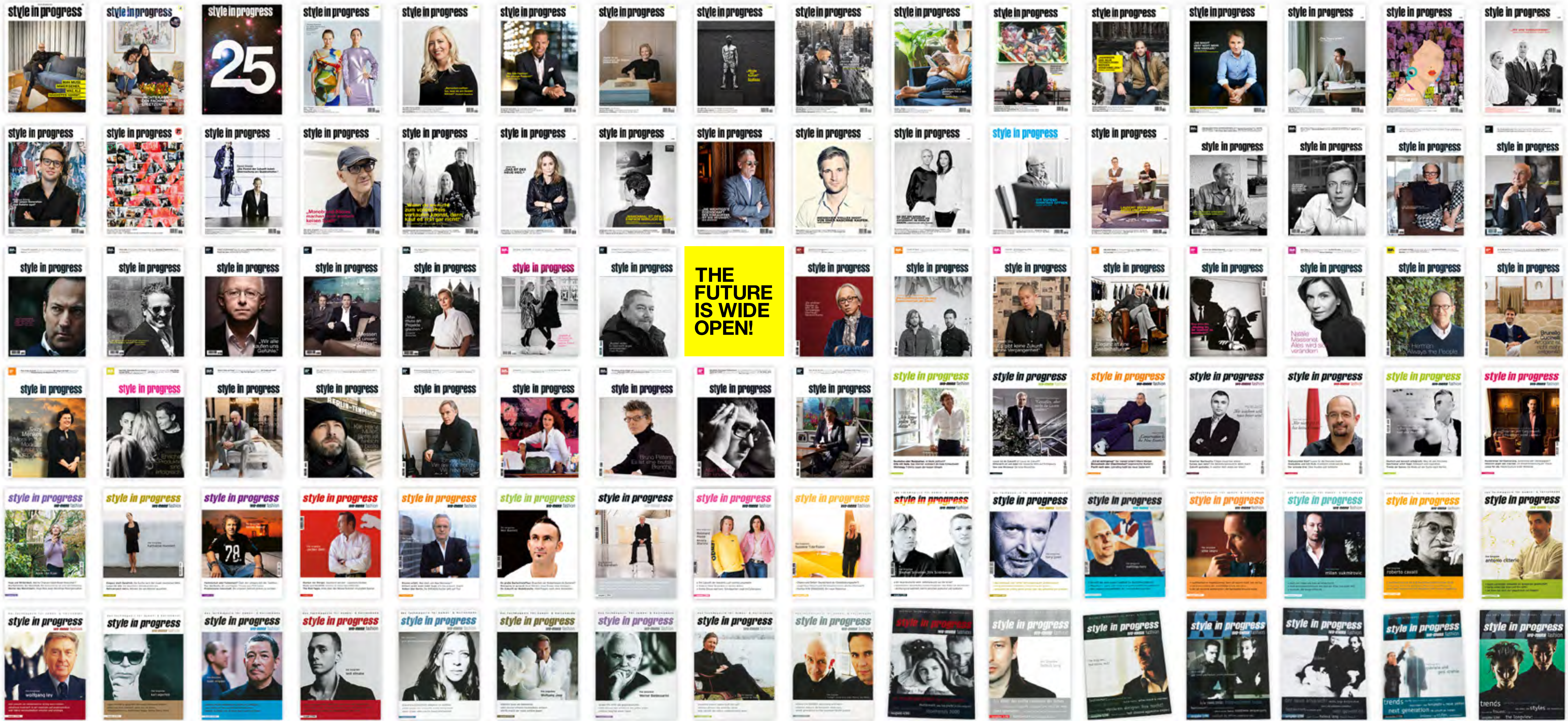


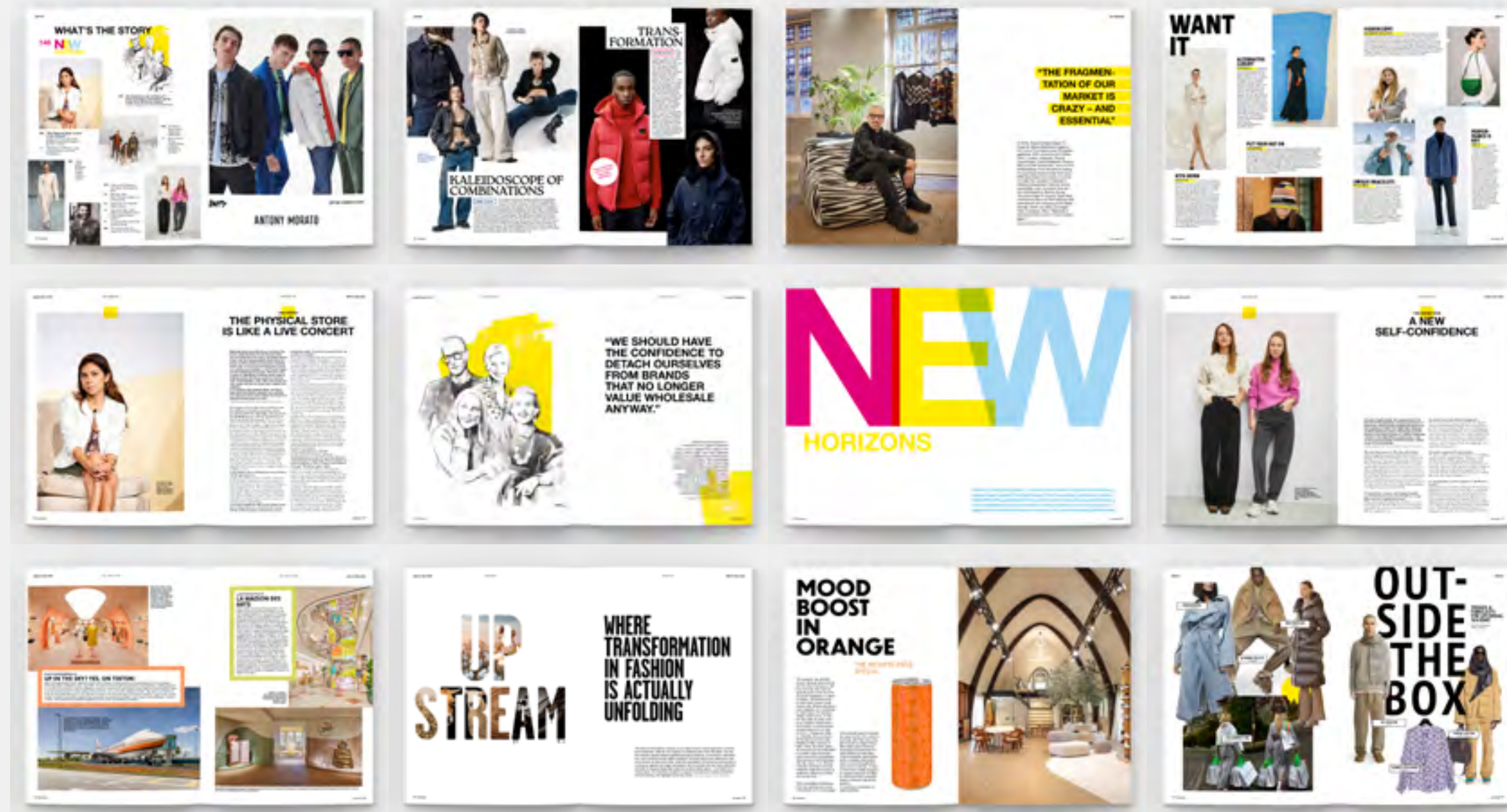
THE FUTURE IS WIDE OPEN!

# style in progress

ADVERTISING RATES 2024.25/1



# MAGAZINE



# MAGAZINE

Since 1998, style in progress has stood for a new quality of thinking and writing about fashion and the fashion business. In the past 26 years, textual soundness, interdisciplinary thinking, a desire for the future and curiosity as a constant driving force have made the magazine the leading medium for all those who want to shape and renew our industry. In other words, for those who really take fashion seriously and who enjoy it for that very reason.

Thanks to our personalized direct shipping service we reach over 7,500 top buyers and the best agencies and showrooms in Germany, Austria and Switzerland, always before the ordering phase begins. Our English edition additionally reaches decision makers in the 2,500 best fashion stores in Italy, France, Scandinavia, the Benelux countries, Great Britain, Greece and Portugal!

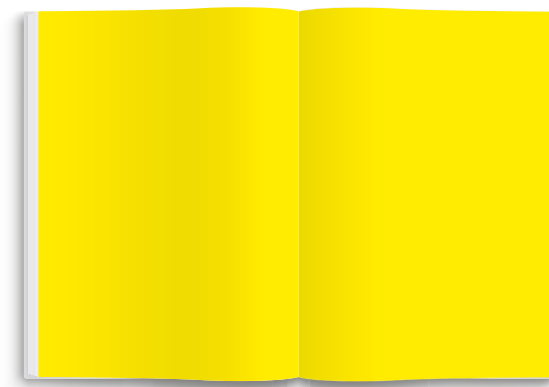
Prices plus VAT

**Request** 

## Dates of Publication

Nr	Issuu	Closing Date	Ad Material Deadline	Publication Date
#96	2/2024	17.05.2024	23.05.2024	25.06.2024
#97	1/2025	02.12.2024	06.12.2024	10.01.2025

The publisher reserves the right to change the publication dates due to the current situation.



### 2/1 Double Page Spread

440 x 300 mm

Standard price	€ 11,500.–
First third of magazine <sup>1)</sup>	€ 11,990.–
Opening Spread <sup>1)</sup>	€ 13,900.–



### 1/1 Single Page

220 x 300 mm

Standard price	€ 7,100.–
First third of magazine <sup>1)</sup>	€ 7,500.–
Back-Cover (U4) <sup>1)</sup>	€ 8,550.–

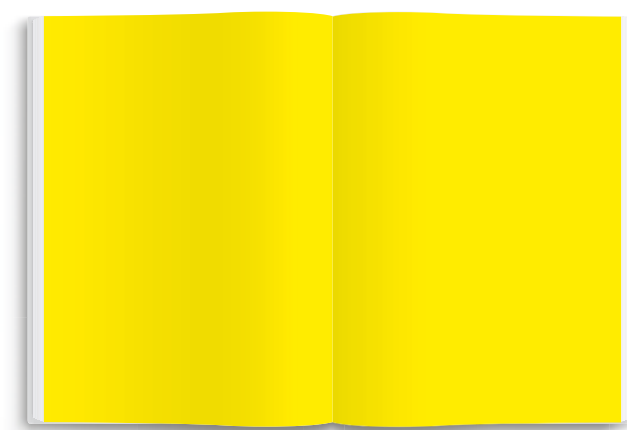
**ADVERTISING DELIVERY:**  
Stephan Huber / stephan@style-in-progress.com

**SUPPORT Advertisement Design Page 14**

<sup>1)</sup> If available

# MAGAZINE

## Data Delivery



**2/1 double page**  
440 x 300 mm

Trim: + 3 mm extra on each side

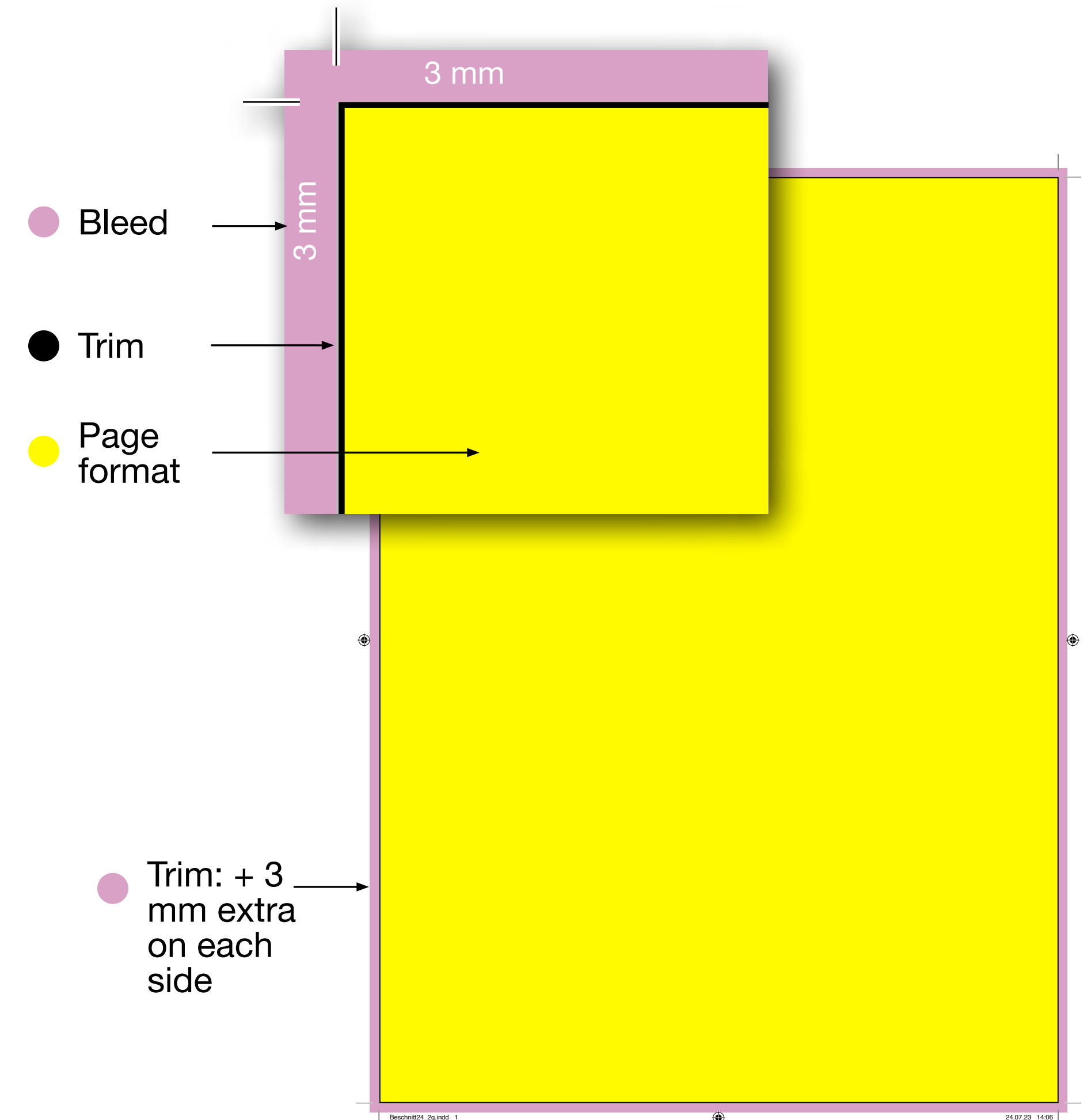


**1/1 single page**  
220 x 300 mm

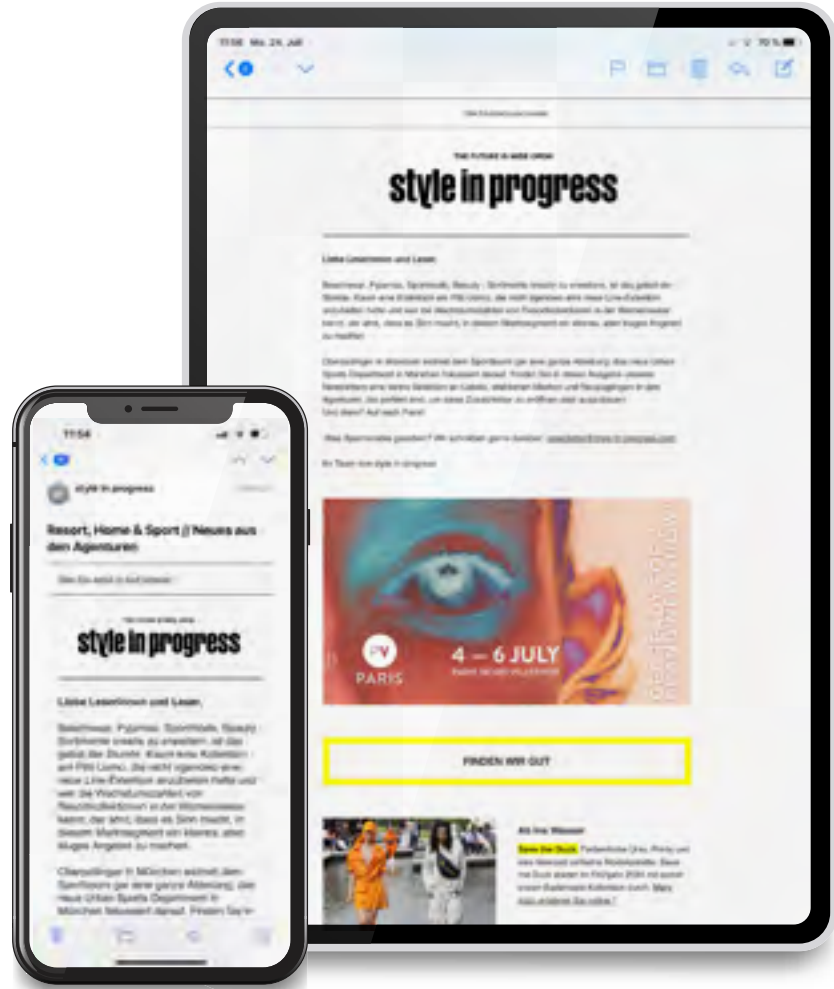
Trim: + 3 mm extra on each side

### TECHNICAL REQUIREMENTS

- 3mm bleed margin on all 4 sides
- High-res PDF with at least 300 dpi
- Fonts fully embedded or as paths
- Colour profile: ISO coated V2



# NEWSLETTER



# NEWSLETTER

Substance instead of overload. Our content, ideas, discoveries and opinions, compactly presented every week. The style in progress newsletter is read by 6,500 subscribers in the GSA region, 80 percent of whom are decision makers in the premium segment of the retail trade.

Nr.	Advertising Platforms		
1	<b>Banner XXL Header<sup>1)</sup></b> <b>NEW</b>	€ 2,670.–	Size: 1600 x 900 px / Format: JPG, PNG or GIF
2	<b>Banner XXL Opening Spread<sup>1)</sup></b> <b>NEW</b>	€ 2,380.–	Size: 1600 x 900 px / Format: JPG, PNG or GIF
3	<b>Banner XXL</b>	€ 1,980.–	Size: 1600 x 900 px / Format: JPG, PNG or GIF
4	<b>Banner classic 1st Position<sup>1)</sup></b>	€ 1,190.–	Size: 1600 x 450 px / Format: JPG, PNG or GIF
5	<b>Banner classic from 2nd position</b>	€ 980.–	Size: 1600 x 450 px / Format: JPG, PNG or GIF
6	<b>Magazine Article</b>	€ 980.–	Editorial teaser in newsletter with link to online article on the website, including contact details and link on request.
7	<b>Advertorial With One Image</b>	€ 1,500.–	Editorial teaser in newsletter with link to specially created online article. These texts are compiled and/or coordinated by the style in progress team. Maximum length of 2,000 characters including spaces. 1 image in newsletter; same image in online article. Link and/or contact line in article.
8	<b>Advertorial Including Image Gallery</b>	€ 2,585.–	Editorial teaser in newsletter with link to specially created online article. These texts are compiled and/or coordinated by the style in progress team. Maximum length of 2,000 characters including spaces. 1 image in newsletter; 1 title image and gallery with maximum of 9 additional images in online article. Link and/or contact line in article.
9	<b>Advertorial With Online Video</b>	€ 2,365.–	Editorial teaser in newsletter with preview image of video and link. The video remains visible on the styleinprogress.com start page for 2 weeks. The video must be provided by the brand, max. length 3 minutes, in English or with German/English subtitles. Link and/or contact line below the video. Supplementary editorial text by arrangement. (Format .mp4; Aspect ratio: 16:9; Resolution 720p (1280x720))

Prices plus VAT

**Request** 

**DATA DELIVERY:** Stephan Huber / stephan@style-in-progress.com

**SUPPORT Banner Design Page 14**

<sup>1)</sup> If available

# NEWSLETTER – Please Make Your Choice

**1 Banner XXL Header** **NEW**

€ 2,670.–



**Top position - before Editorial**

Size: 1600 x 900 px, Format: JPG, PNG or GIF  
 Delivery of banner and corresponding link: 1 week before newsletter distribution date

**2 Banner XXL Opening Spread** **NEW**

€ 2,380.–

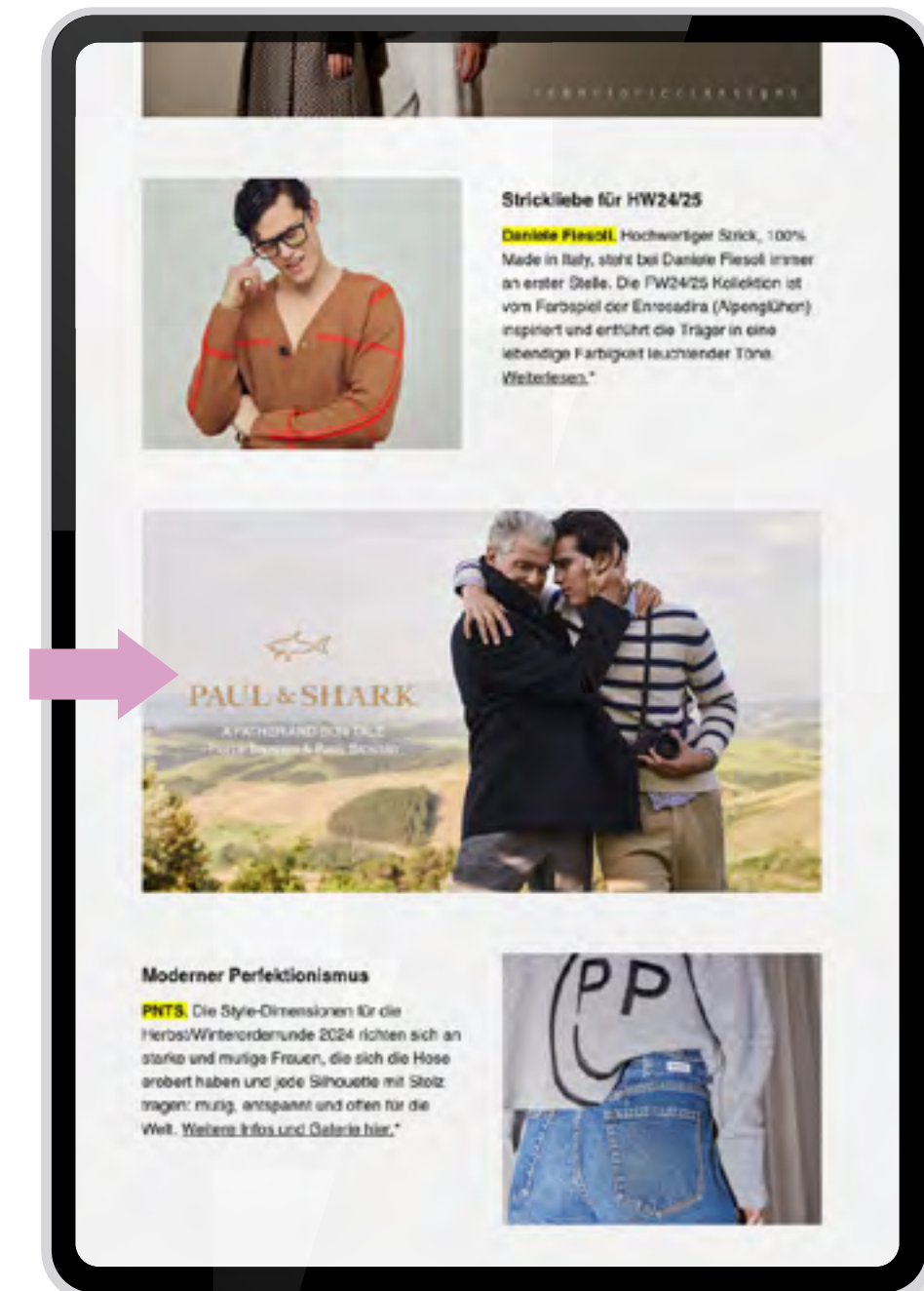


**Position directly after editorial**

Size: 1600 x 900 px, Format: JPG, PNG or GIF  
 Delivery of banner and corresponding link: 1 week before newsletter distribution date

**3 Banner XXL**

€ 1,980.–



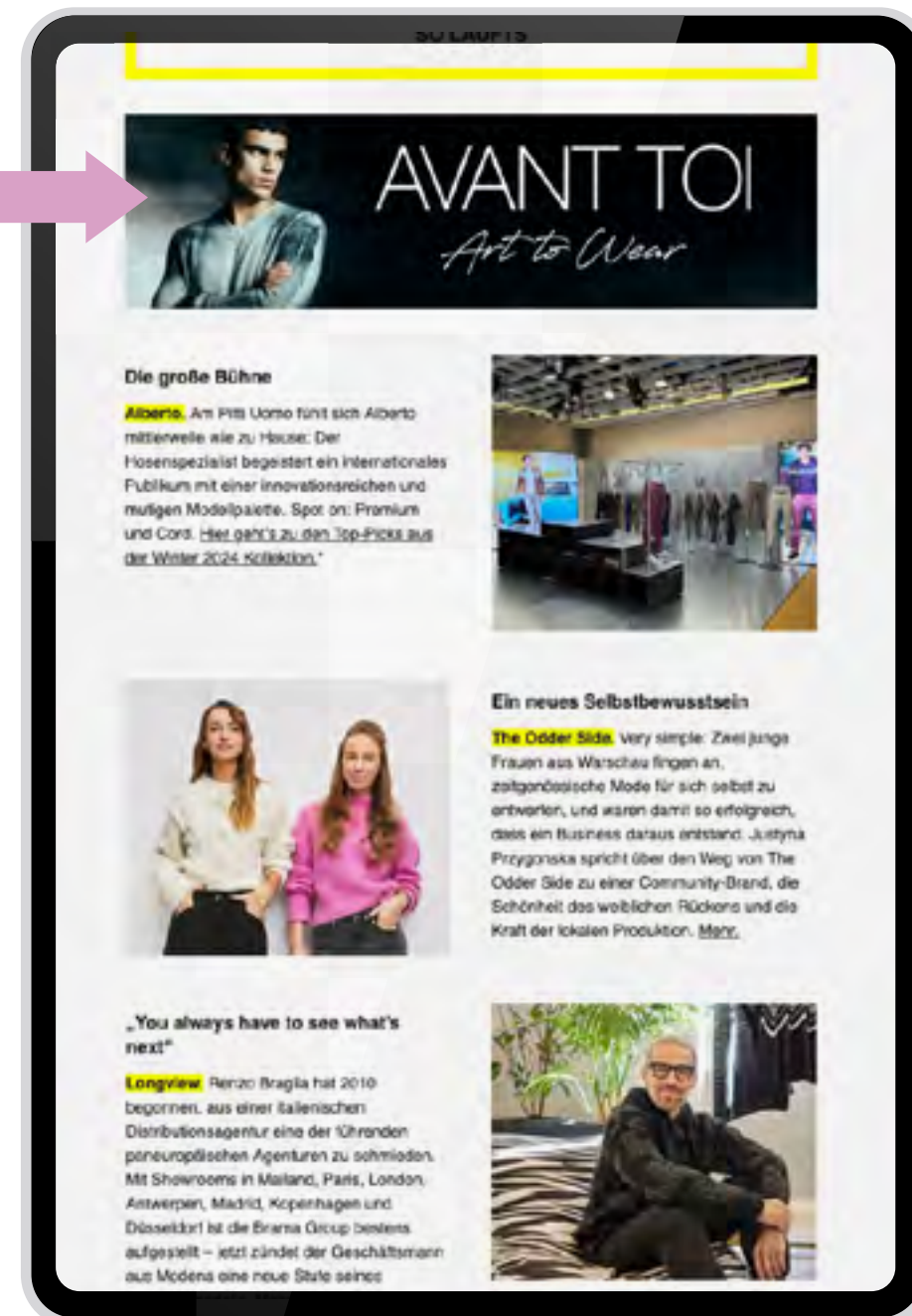
Size: 1600 x 900 px, Format: JPG, PNG or GIF  
 Delivery of banner and corresponding link: 1 week before newsletter distribution date



# NEWSLETTER – Please Make Your Choice

## 4 Banner classic 1st Position

€ 1,190.–

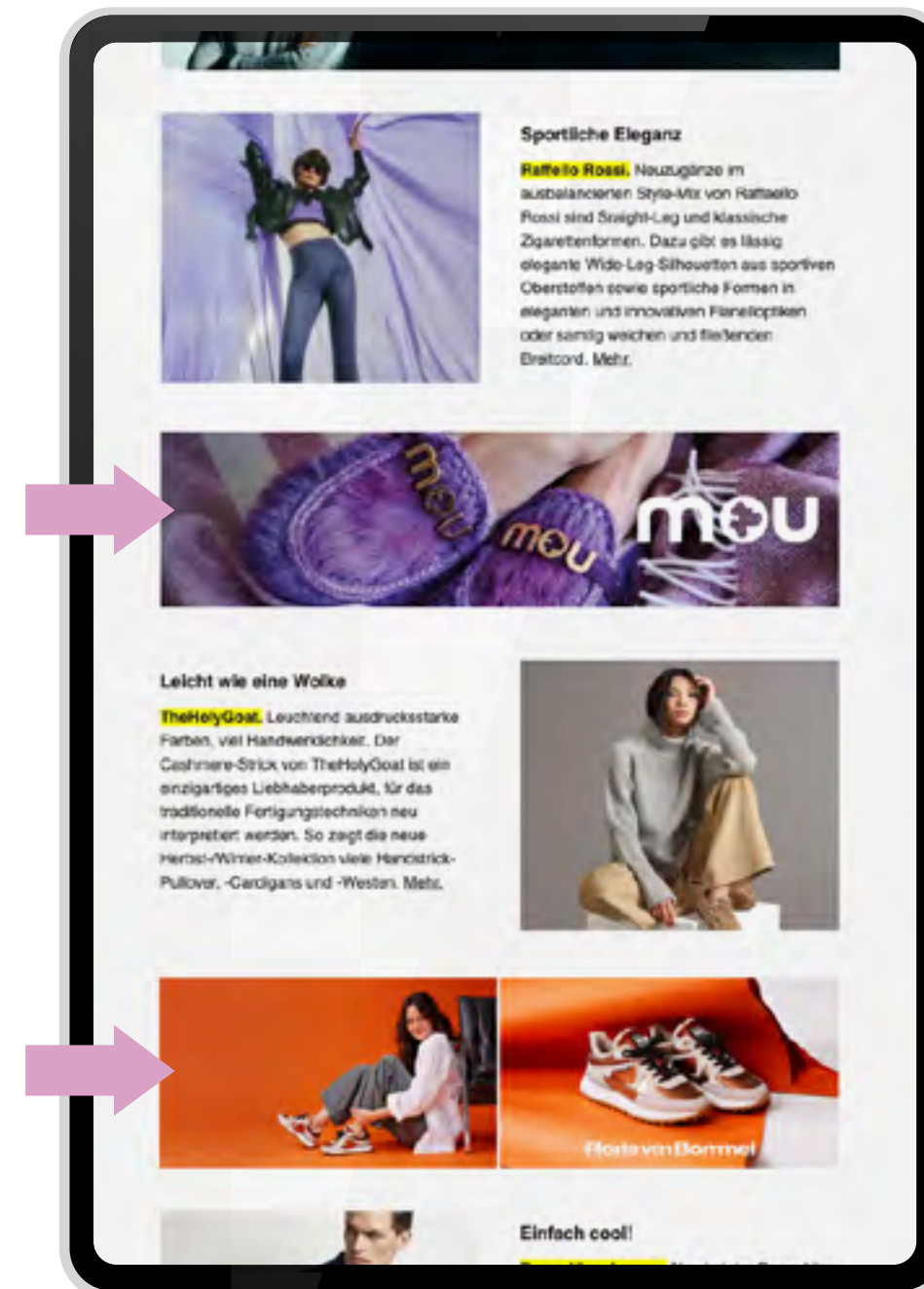


### First position banner classic

Size: 1600 x 450 px, Format: JPG, PNG or GIF  
 Delivery of banner and corresponding link: 1 week before newsletter distribution date

## 5 Banner classic from 2nd position

€ 980.–

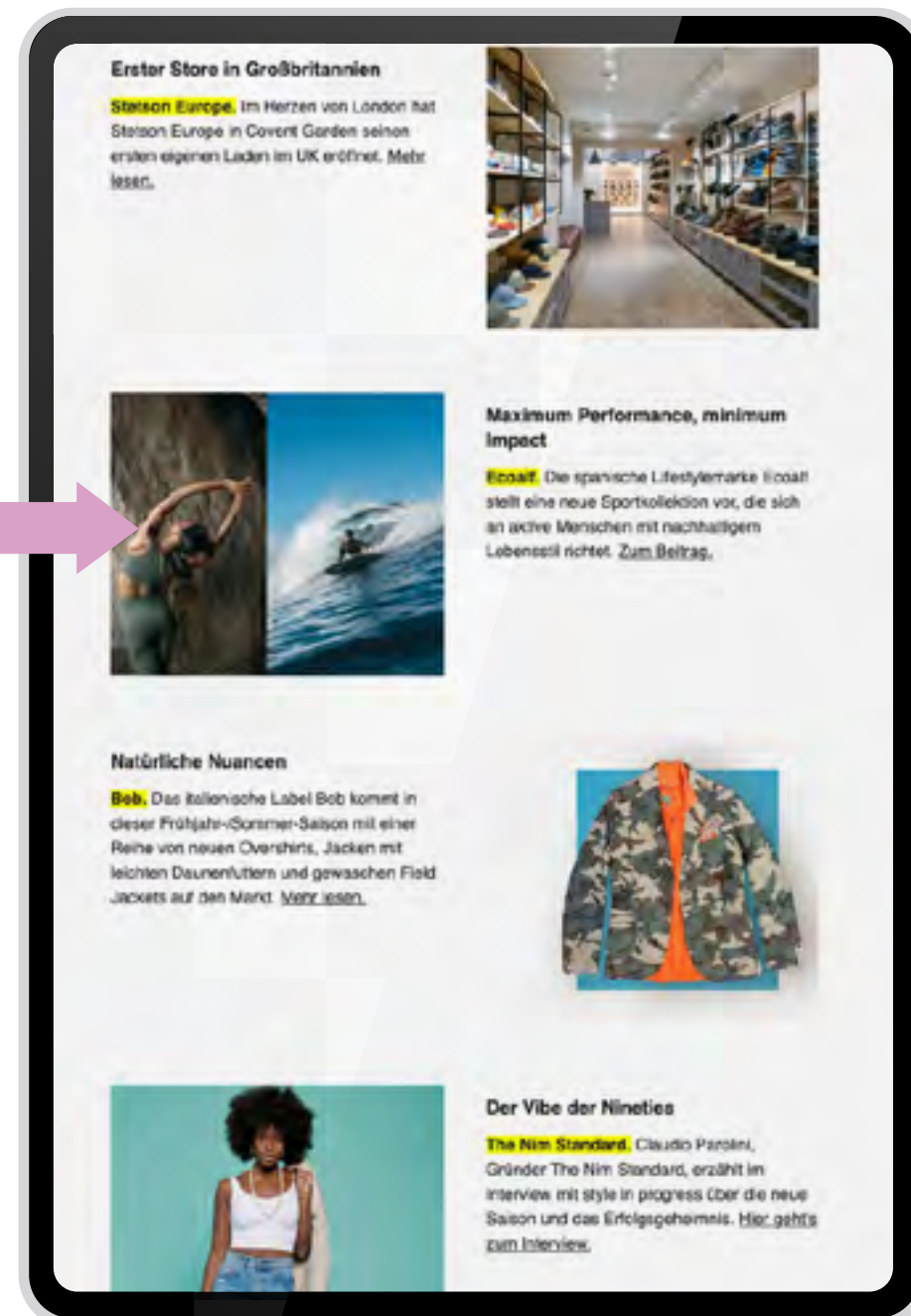


Size: 1600 x 450 px, Format: JPG, PNG or GIF  
 Delivery of banner and corresponding link: 1 week before newsletter distribution date

# NEWSLETTER – Please Make Your Choice

## 6 Magazine Article

€ 980.–



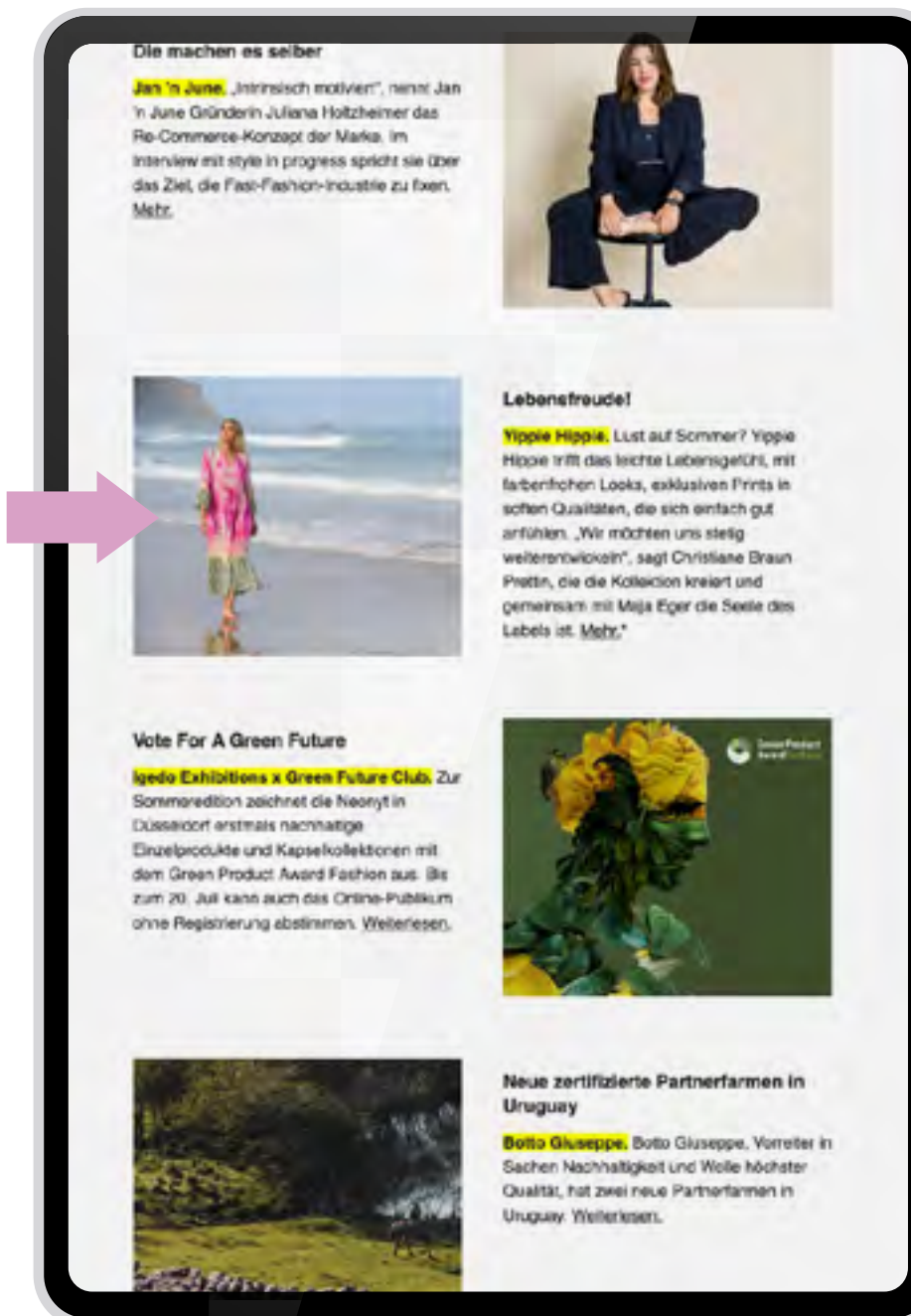
Newsletter



Website

## 7 Advertorial With One Image

€ 1,500.–



Newsletter



Website

Delivery and coordination of material:  
2 weeks before newsletter distribution date

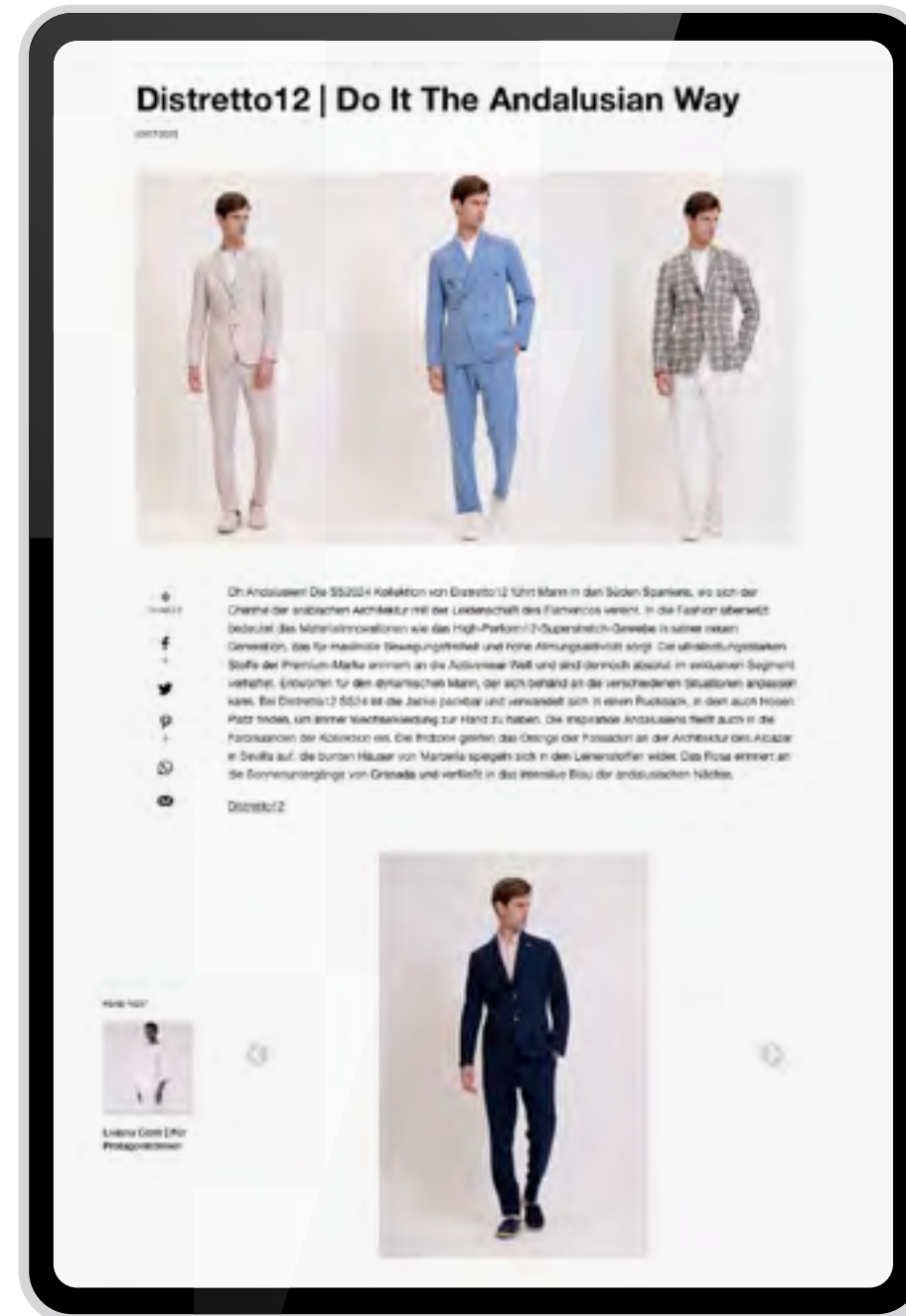
# NEWSLETTER – Please Make Your Choice

## 8 Advertorial Including Image Gallery

€ 2,585.–



Newsletter

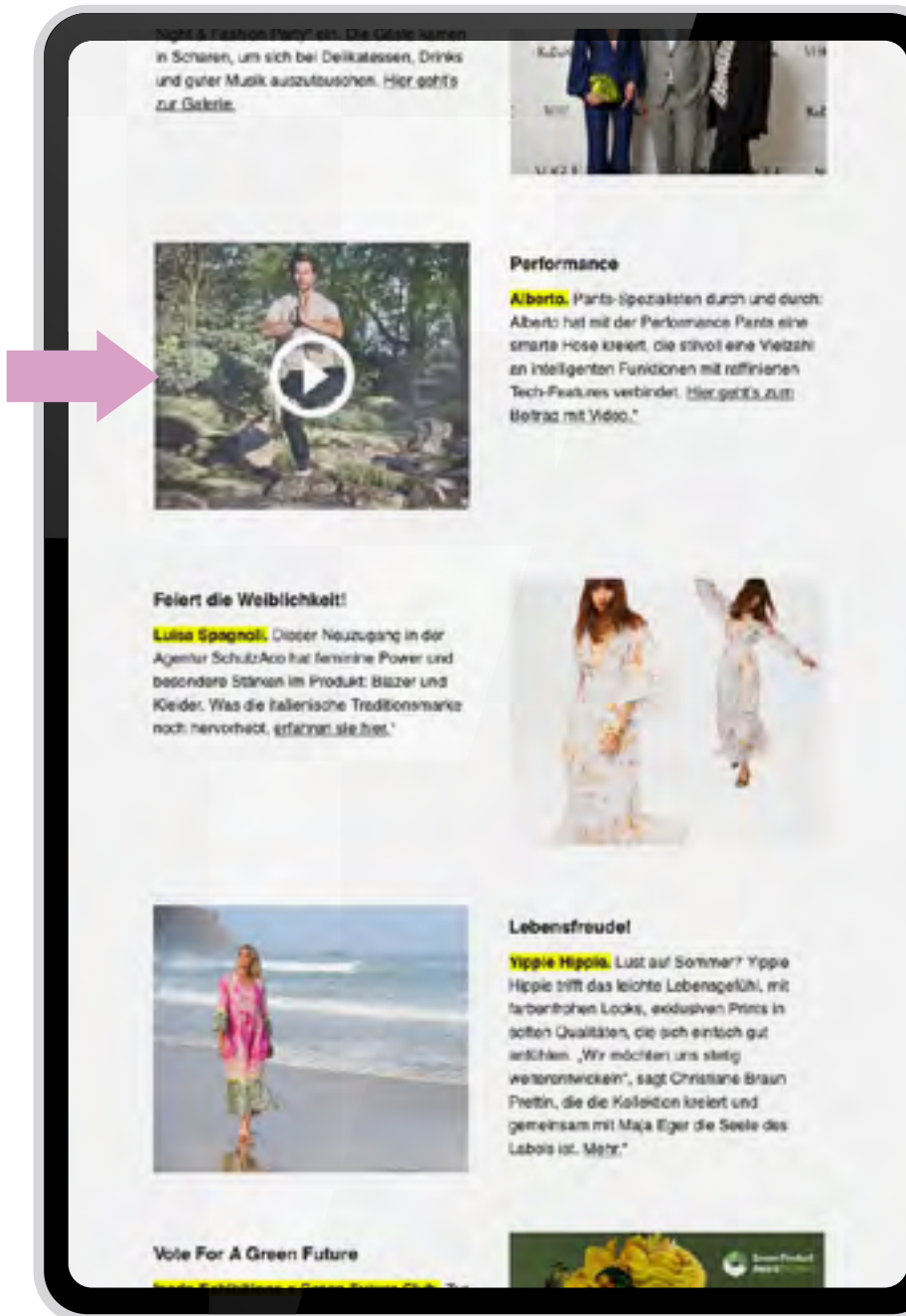


Website

Delivery and coordination of material:  
2 weeks before newsletter distribution date

## 9 Advertorial With Online Video

€ 2,365.–



Newsletter

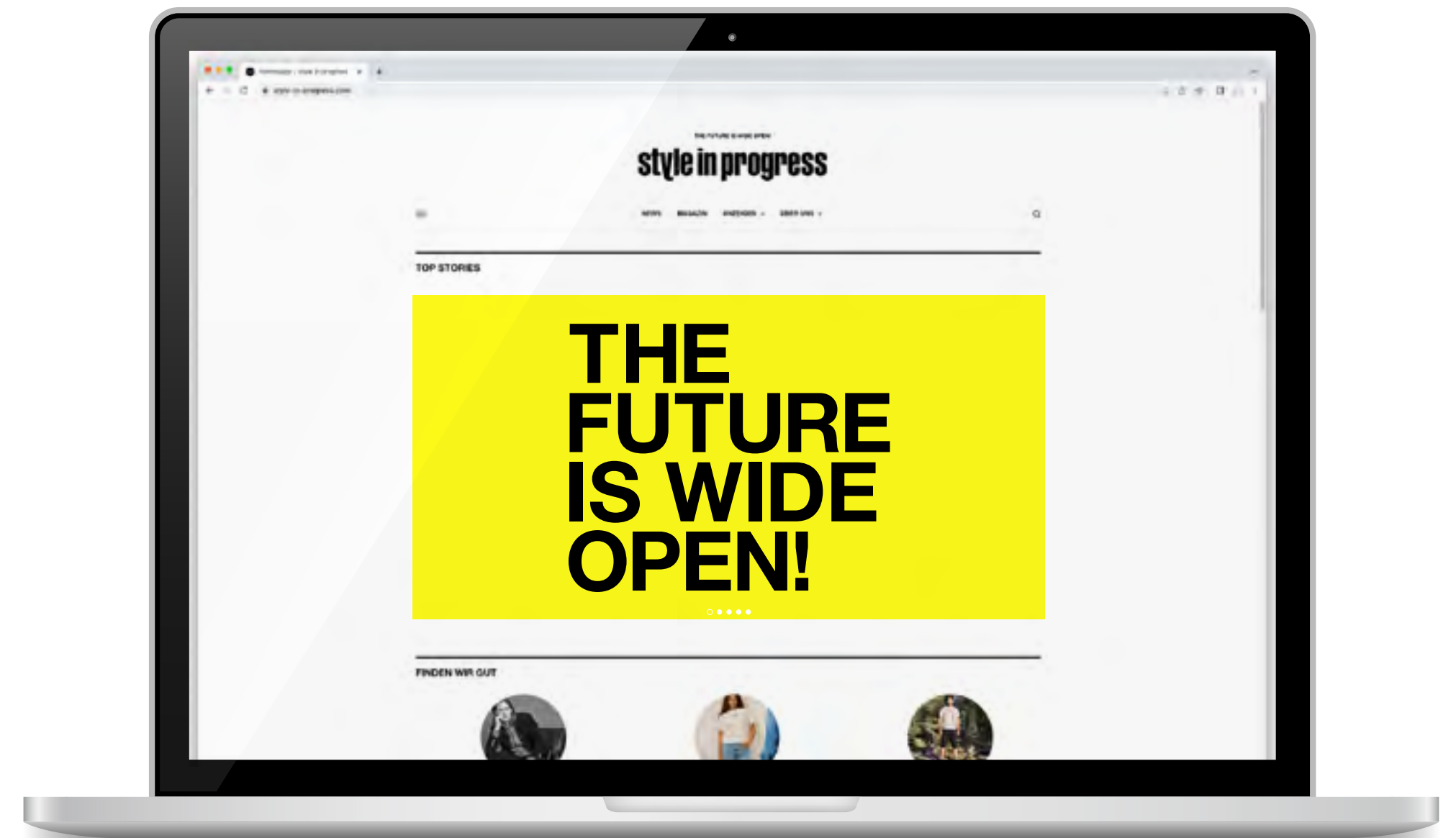
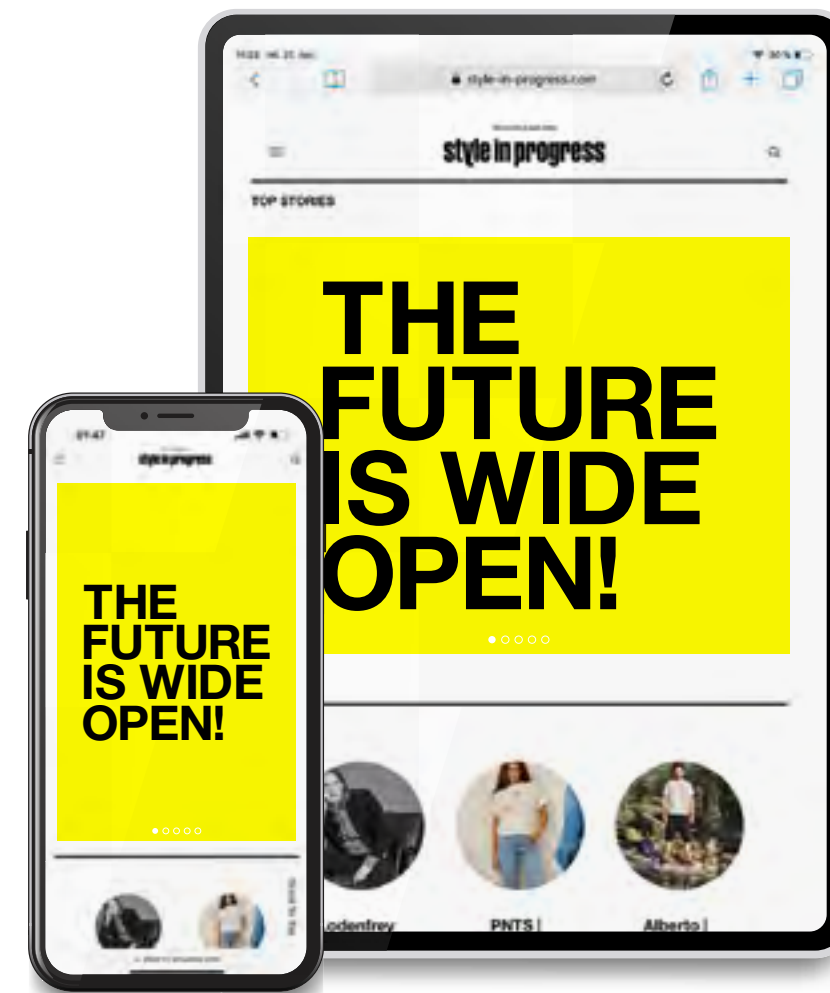


Website

Delivery of video and coordination:  
2 weeks before newsletter dispatch date

# WEBSITE

## STYLE-IN-PROGRESS.COM



# WEBSITE

In addition to the two seasonal print issues per year and the weekly newsletter, of course we are there for our style in progress community online and on social media. Here, too, the rule is: Class before mass. 7,000 to 8,000 users per month read articles on the website, our Instagram account reaches 32,000 people in a quarter, and in the same period the reach on LinkedIn amounts to 42,000 users. And that's no run of the mill traffic, but the essence of our industry.

## Online Ads

Nr	Advertising format	Price	Dimensions (WxH)	File formats
1	Page Header Banner	€ 3,150.-	1280 x 720 px	png, jpg, gif
	Page Header Video	€ 3,150.-	1280 x 720 px	mp4
2	Content Ad	€ 2,150.-	728 x 90 px	png, jpg, gif
3	Half-page	€ 2,150.-	300 x 600 px	png, jpg, gif
4	Billboard	€ 2,150.-	970 x 250 px	png, jpg, gif

### Technical requirements

- **Banner:** Format as per dimensions, resolution 72 to max. 150 dpi, max. file size: 100 KB
- **Video:** mp4, resolution 720p (1280x720), file size: less than 4 MB per minute

### Runtime

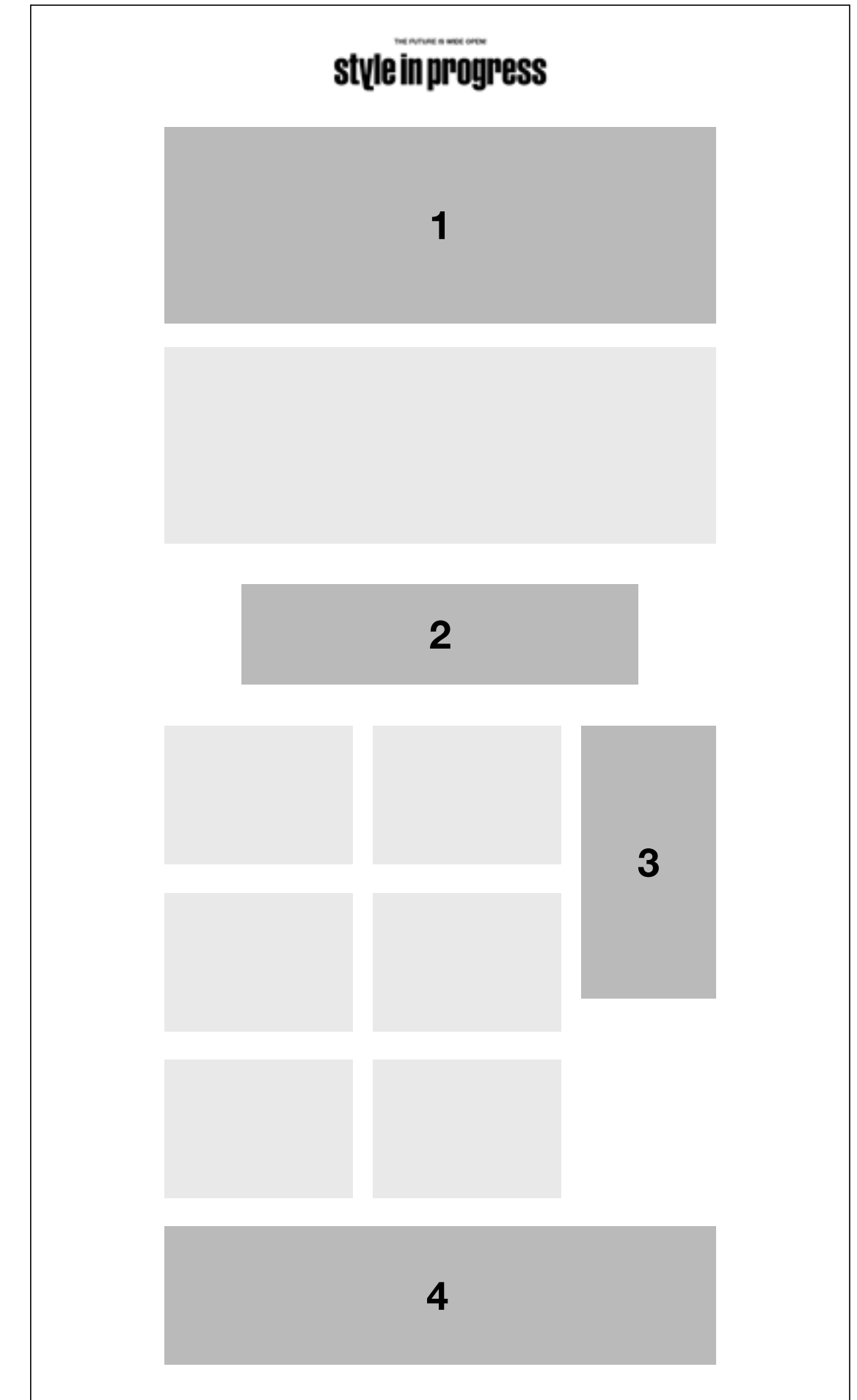
1 month

### Delivery

At least three working days before publication incl. link

### Billing

If not stated otherwise, prices apply for one month. Invoices are issued monthly in retrospect.



Prices plus VAT

**Request** 

**DELIVERY OF ONLINE ADS:**  
Stephan Huber / stephan@style-in-progress.com

**SUPPORT Banner Design Page 14**

# SUPPORT GRAPHIC DESIGN

● **Magazine Advertisement**

Anzeige inkl. Druck-Pdf, zwei Korrekturrunden

€ 200.– plus VAT  
(excl. image editing)

**Required Data**

- Printable image material
- Logo optimal as vector file (ai, eps)
- Desired text

**Delivery Data**

1 week before the deadline for printing documents

● **Banner Newsletter**

static banner, two correction rounds

€ 110.– plus VAT  
(excl. image editing)

**Required Data**

- Picture material
- Logo as png with transparent background or as vector file (ai, eps)
- Desired text
- Desired link

**Delivery Data**

2 weeks before newsletter distribution date

● **Banner Website**

static banner, two correction rounds

€ 110.– plus VAT  
(excl. image editing)

**Required Data**

- Picture material
- Logo as png with transparent background or as vector file (ai, eps)
- Desired text
- Desired link

**Delivery Data**

1 week before online date

●● **Package Magazine Advertisement + Banner: € 250.– plus VAT (excl. image editing)**

Prices plus VAT

# LET'S TALK

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## style in progress

### ABOUT US

**Proprietor, publisher, editing,  
advertising, art direction & production**

style in progress  
B2B Media GmbH

Company address  
Bachwinkl 2, 5081 Anif/Salzburg, Austria

Postal address  
Postfach 0031, 5027 Salzburg, Austria

info@style-in-progress.com  
www.style-in-progress.com  
IG: styleinprogress.magazine

### Management

Stephan Huber, +43 664 3427551

### Payment terms

3% discount for advance payment, 14 days net.

### Cancellation

For all regular ads, eight weeks prior to publication.  
No cancellation possible for permanent placements.  
Annual contracts must be utilised and paid in full.

General terms: The general advertising terms of ÖZV  
(Austrian Magazine Association) shall apply.

Payment terms: 14 days net.

Place of jurisdiction and performance: All publisher  
invoices are payable and enforceable in Salzburg.

The place of performance and exclusive place of  
jurisdiction is Salzburg.